



VISIT OAKLAND FEATURES PIEDMONT AVENUE FOR NOVEMBER OAKLAND SPOTLIGHT PROGRAM

Oakland, CA (November 1, 2017) — [Visit Oakland](#), the city’s official destination marketing organization, encourages visitors to explore Piedmont Avenue during the month of November. Piedmont Avenue in Oakland is an exciting neighborhood for visitors to explore, offering great restaurants, unique shopping, historic attractions, services and more.

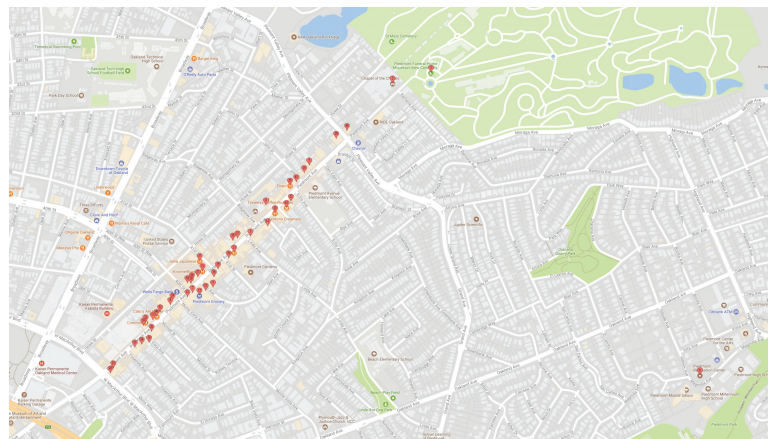
“The Piedmont Avenue neighborhood of Oakland is a great place to experience the independent nature of an Oakland retail shopping area,” said **Councilmember Dan Kalb**. “People of all ages who live, work or shop here love being part of this neighborhood. You will too.”

"Oakland's Piedmont Avenue has a neighborhood charm to it. It's a very walkable street, with a great mix of shops, restaurants and services. Restaurant wise, Fentons Creamery is in great company. Piedmont Avenue has everything from the Michelin-starred to the casual, family-friendly spots. We love being a part of this diverse neighborhood,” said **Nini Whiden, Co-Owner of Fentons Creamery**.

PIEDMONT AVENUE

Piedmont Avenue offers great restaurants, unique shopping and historic attractions to visitors and locals. From designer vintage clothing, to home antiques, the neighborhood is filled with one-of-a-kind shops and boutiques. November is a great time to explore Oakland’s local shopping, as November 24-26 is [Plaid Weekend](#).

Visitors will also enjoy the neighborhood’s immense selection of restaurants from a two Michelin star restaurant, to a classic ice cream parlor seen in Pixar’s “Up.” Mountain View Cemetery, designed by Fredrick Law Olmsted (designer of New York’s Central Park), is a beautiful area in the neighborhood to see exciting architecture and famous burials, including the Ghiradelli family and Julia Morgan.



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|-------------------------------|-------------------------------------|------------------------------|
| 1. Mountain View Cemetery | 16. Piedmont Fabric | 31. Kronner Burger |
| 2. Chapel of Chimes | 17. Blue Door Beads | 32. Bo Bite |
| 3. Landmark Piedmont | 18. Euromix Delicatessen | 33. Vegan & Tikka Masala |
| 4. Piedmont Springs | 19. The Wolf | 34. Snow White Coffee |
| 5. Breathe Day Spa & Boutique | 20. Slicer Pizzeria | 35. RnR Sushi & Bowls |
| 6. Piedmont Community Center | 21. Barney's Gourmet Hamburgers | 36. Gaylord's Caffe Espresso |
| 7. Selah | 22. Fentons Creamery and Restaurant | 37. Geta |
| 8. Myrtle's Lodge | 23. Lo Coco's | 38. Boja Taqueria |
| 9. Issues | 24. Cafe Crush | 39. Raj Indian Cuisine |
| 10. Nathan & Co. | 25. China Garlic | 40. Cato's Ale House |
| 11. Rare Bird | 26. Mistura | 41. Timeless Coffee Roasters |
| 12. Dr. Comics & Mr. Games | 27. Bar Cesar | 42. Xyclo |
| 13. Piedmont Grocery | 28. Commis | 43. Mr. Green Bubble |
| 14. Pioneer Bike Shop | 29. Dopo | 44. The Kona Club |
| 15. The Piedmont Tobacconist | 30. Homestead | 45. The Lodge |



EVENTS AND ATTRACTIONS

- [Breathe Day Spa & Boutique](#) (4319 Piedmont Avenue #100) – Oakland’s only certified green spa, offering facials, massages and more.
- [Chapel of Chimes](#) (4499 Piedmont Avenue) - Chapel of the Chimes was founded in 1909 as a crematory and columbarium. In 1928 the architect, Julia Morgan redesigned the building.
- [Mountain View Cemetery](#) (5000 Piedmont Avenue) - Designed by Fredrick Law Olmsted (designer of New York’s Central Park), this cemetery offers guided walking tours with famous burials.
- [Piedmont Theatre](#) (4186 Piedmont Avenue) - Movie theater screening new releases, independent, foreign movies.
- [Piedmont Springs](#) (3939 Piedmont Avenue) – Offering massage, skin care, sauna and steam room services, with hot tubs available by the hour.

SHOPPING

- [Blue Door Beads](#) (4167 Piedmont Avenue) - Store offering a wide range of beads, findings & tools, plus workshops for all levels of hobbyists.
- [Dr. Comics & Mr. Games](#) (4014 Piedmont Avenue) - Weekly changing stock of comic books and graphic novels in all genres, plus board games for sale or rent.
- [Euromix Delicatessen](#) (4301 Piedmont Avenue # C) - Neighborhood market offering European specialty foods in a welcoming atmosphere.
- [Good Stock](#) (4198 Piedmont Avenue) - Bright boutique selling handmade women's jewelry, beauty products, bags and sunglasses.
- [Issues](#) (20 Glen Avenue) - Hip shop offering national & international magazines, new & used books, used vinyl & greeting cards.
- [Mercy Vintage](#) (4188 Piedmont Avenue) - Boutique offering a selection of vintage clothes and accessories for women in a 1920s-era space.
- [Myrtle’s Lodge](#) (4211 Piedmont Avenue) - Offers gifts for the ice cream enthusiast, retro toys, Fentons logo apparel and handcrafted toppings & candies.
- [Nathan & Co.](#) (4025 Piedmont Avenue) - Modern shop featuring an assortment of home goods, kitchenware, decor items, cards and gifts.
- [Piedmont Grocery](#) (4038 Piedmont Avenue) - Long-running, full-service grocery store with a focus on specialty and organic items.
- [Pioneer Bike Shop](#) (11 Rio Vista Avenue) - Bike shop specializing in fixing new & vintage bicycles, and sells various parts.
- [The Piedmont Tobacconist](#) (17 Glen Avenue) - Quaint store offering a selection of tobacco, cigars and handcrafted pipes.
- [Piedmont Fabric](#) (4009 Piedmont Avenue) - Offering a wide range of fabrics and sewing supplies including trim, buttons and notions.
- [Rare Bird](#) (3883 Piedmont Avenue) - Carrying local designers & vintage finds, this shop offers men & women's clothes & home decor items.
- [SELAH](#) (4024 Piedmont Avenue) – Vintage boutique, selling retro clothing and classic pieces.



DINING

- [Ba Bite](#) (3905 Piedmont Avenue) - Mediterranean restaurant offering kebabs, inventive salads, and more in a quaint, brightly colored space.
- [Baja Taqueria](#) (4070 Piedmont Avenue) – Restaurant featuring creative, market-fresh Mexican fare.
- [Barney’s Gourmet Hamburgers](#) (4162 Piedmont Avenue) – Counter-serve restaurant offering all-natural beef & vegetarian burgers, salads, shakes and more quick eats.
- [Bar Cesar](#) (4039 Piedmont Avenue) – Restaurant and bar offering Spanish-inspired fare and outdoor seating.
- [Café Crush](#) (3943 Piedmont Avenue) - Trendy café offering chai tea & coffee drinks, and a wide menu of fresh-juiced vegetable & fruit smoothies.
- [Commis](#) (3859 Piedmont Avenue) – Two Michelin Star restaurant by James Syhabout, offering unique ingredients to craft inspired New American prix fixe dinners.
- [China Garlic](#) (3766 Piedmont Avenue) - Casual eatery with a lengthy menu of Chinese fare.
- [Dopo](#) (4293 Piedmont Avenue) - Cozy restaurant with a changing selection of handmade pastas, authentic pizzas and cured meats.
- [Fentons Creamery](#) (4226 Piedmont Avenue) - A retro ice cream parlor known for their large sundaes and cones and their large variety of ice cream flavors, and made a cameo in Pixar’s “Up.”
- [Gaylord’s Caffe Espresso](#) (4150 Piedmont Avenue) - Eclectic coffee shop featuring local art on the walls and artfully decorated lattes in the cups.
- [Geta](#) (165 41st Street) – Popular Sushi restaurant, offering takeout.
- [Homestead](#) (4029 Piedmont Avenue) - Bright, open-kitchen eatery offering a menu of high-end New American dishes with select beers and wines.
- [Kronner Burger](#) (4063 Piedmont Avenue) – Restaurant serving a variety of burgers, fries, marrow and other gourmet eats in a casual-chic, marble-lined space.
- [Lo Coco’s Restaurant](#) (4270 Piedmont Avenue) – Restaurant offering Sicilian preparations of pizza & pasta in a casual neighborhood setting.
- [Mistura](#) (3858 Piedmont Avenue) - Eatery offering Peruvian rotisserie chicken and other South American fare & drinks.
- [Mr. Green Bubble](#) (4299 Piedmont Avenue) – Offers bubble milk tea, coffee, smoothies and snacks.
- [Raj Indian Cuisine](#) (4086 Piedmont Avenue) - Indian restaurant preparing traditional dishes, with many vegetarian options.
- [RnR Sushi & Bowls](#) (4151 Piedmont Avenue) – Japanese restaurant serving sushi, bowls and more.
- [Slicer Pizzeria](#) (4395 Piedmont Avenue) - Stylish spot dishing up thin-crust pies made from organic ingredients whole or by the slice.
- [Snow White Coffee](#) (3824 Piedmont Avenue) – Local coffee shop offering coffee drinks.
- [Timeless Coffee Roasters](#) (4252 Piedmont Avenue) - Cozy cafe with a full bakery, serving house-roasted java and homemade vegan & vegetarian dishes.
- [Vegan & Tikka Masala](#) (3814 Piedmont Avenue) - Eatery offering Indian curries & biryanis, with many vegan & veggie options.



- [The Wolf](#) (3853 Piedmont Avenue) - A charming neighborhood brasserie offering French-Californian fare and wine in modern, airy quarters.
- [Xyclo](#) (4218 Piedmont Avenue) – Restaurant serving Vietnamese dishes.

BARS & NIGHTLIFE

- [Cato's Ale House](#) (3891 Piedmont Avenue) - Mellow pub featuring rotating taps, bar grub and occasional live music.
- [The Kona Club](#) (4401 Piedmont Avenue) – Offers tropical drinks, pool and jukebox music in an island-themed environment.
- [The Lodge](#) (3758 Piedmont Avenue) - Snacks, meaty sandwiches, veggie options and a full bar in a chic, chalet-style tavern with taxidermy.

Follow Oakland Spotlight on social media using [#oaklandspotlight](#) and [#oaklandloveit](#).

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The **Oakland Spotlight** program is Oakland's first-ever neighborhood promotion initiative designed to support local businesses, spread economic benefits, and expand tourism impact to areas outside of traditional visitor locations. Featured information will include information on where to dine and shop in the neighborhood, as well as information on events and cultural activities happening that month. Venues and attractions will be selected with input from community leaders and groups from each neighborhood.

The program embraces the diversity and richness of Oakland by focusing on a new neighborhood each month, encouraging residents and visitors alike to get out and explore different parts of the city. Visit www.oaklandspotlight.com to learn more about the initiative and featured neighborhoods.

ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and full time staff whose goal is to increase tourism's economic impact to Oakland through destination development and brand management. For more information, visit www.visitoakland.com.

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